



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

---

COURSE – MBA I YEAR	COURSE CODE	BATCH
MANAGEMENT FUNCTIONS AND BEHAVIOUR	MSP - 10	CY 2008

---

Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Why are policies important for an organization.
2. Bring out the key features of Achievement Motivation.
3. List the attributes of personality

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the principle barriers to communication and suggest measures to make communication effective.
5. Explain Maslow's Need-Hierarchy theory. Compare it with the "Two factor theory"?



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

---

COURSE – MBA I YEAR	COURSE CODE	BATCH
MANAGERIAL ECONOMICS	MSP - 11	CY 2008

---

Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

Answer any two questions. Each question carries equal marks.

1. Give the properties of isoquants.
2. What is meant by trade cycle?
3. What is price leadership?

**Part – B (1 x 15 = 15 Marks)**

Answer any one question.

4. What are the different classifications of market structure? Discuss their characteristics.
5. Explain the concept of break-even point and bring out its significance in managerial decisions.



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA I YEAR

COURSE CODE

BATCH

FINANCIAL & MANAGEMENT  
ACCOUNTING

MSP - 12

CY 2008

Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

Answer any two questions. Each question carries equal marks.

1. What do you mean by Accounting Conventions?
2. What are the various applications of funds in Funds Flow Analysis?
3. What do you mean by Responsibility Accounting?

**Part – B (1 x 15 = 15 Marks)**

Answer any one question.

4. Rekhs Manufacturing Co. has drawn up the following Profit and Loss Account for the year ended 31<sup>st</sup> March, 2006.

	Rs.		Rs.
To Opening stock	26,000	By Sales	1,60,000
To Purchase	80,000	By Closing stock	38,000
To Wages	24,000		
To Mfg. Exp	16,000		
To Gross Profit c/d	<u>52,000</u>		
	<u>1,98,000</u>		<u>1,98,000</u>
To Selling &		By Gross Profit b/d	52,000
Dist. Expenses	4,000	By Compensation for	
To Adm. Expenses	22,800	acquisition of land	4,800

To Gen. expenses	1,200	
To Value of furniture		
Loss by fire	800	
To Net Profit	28,000	
	<u>56,800</u>	<u>56,800</u>

You are required to find out:

- a) Gross Profit Ratio
- b) Net Profit Ratio
- c) Operating Ratio
- d) Operating Net Profit to Net Sales Ratio.

5. Explain the managerial uses of Funds Flow Statement Analysis. Also differentiate Funds Flow Statement from Cash Flow Statement.



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA I YEAR

COURSE CODE

BATCH

QUANTITATIVE TECHNIQUES

MSP - 13

CY 2008

Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

Answer any two questions. Each question carries equal marks.

1. What are the measures of central tendency?
2. Explain the types of correlation?
3. Find the derivative of  $(16x^2 + 5x) e^x$  ?

**Part – B (1 x 15 = 15 Marks)**

Answer any one question.

4. A card is drawn from a pack of cards. Find the probability that it is
  - i) a black card
  - ii) a red card
  - iii) a club
  - iv) an ace
  - v) a red ace
  - vi) ace of spades
  - vii) not a spade
  - viii) king or a queen
5. From a data given below calculate the whole rate prices index numbers for the years 1976 and 1977 taking 1975 as base year. Use average Relative method.

Commodity	A	B	C	D	E
Price in 1975 (Rs.)	80	120	40	100	200
Price in 1976 (Rs.)	120	150	80	750	240
Price in 1977 (Rs.)	140	180	100	240	300



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

---

COURSE – MBA I YEAR	COURSE CODE	BATCH
MANAGEMENT INFORMATION SYSTEM	MSP - 14	CY 2008

---

Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What is system? Give examples.
2. Explain the concept of database management system.
3. Explain the decision support system.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the role of MIS in decision making.
5. Enumerate the information system for financial planning and control.



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

---

**COURSE – MBA I YEAR**

**COURSE CODE**

**BATCH**

**MARKETING MANAGEMENT**

**MSP - 15**

**CY 2008**

---

**Time: 1 Hour**

**Total Marks: 25**

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What are the major tasks of marketing management?
2. What is branding? How important is branding of products?
3. Explain the concept of vertical marketing system.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Identify some typical marketing mix strategies used during each stages of the product life cycle.
5. What is relationship marketing? What goals might a hotel have for its relationship marketing programme?



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

---

**COURSE – MBA I YEAR**

**COURSE CODE**

**BATCH**

**FINANCIAL MANAGEMENT**

**MSP - 16**

**CY 2008**

---

**Time: 1 Hour**

**Total Marks: 25**

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What are 'Preference shares? How do they differ from equity shares?
2. Explain the significance of favourable and unfavourable financial leverages?
3. What is the basic controversy regarding cost of capital?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Define leverage. Explain its types.
5. From the following data, state which project is better?

Cash Flows

Year	Project - X	Project – Y
0	-10,000	-10,000
1	4,000	5,000
2	4,000	6,000
3	2,000	3,000

Riskless discount rate is 5%. Project X is less risky, compared to project Y. The Management considers risk premium rates at 5% for project X and 10% for project Y for discounting the cash inflows.



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

---

COURSE – MBA I YEAR	COURSE CODE	BATCH
HUMAN RESOURCE MANAGEMENT	MSP - 17	CY 2008

---

Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Explain the contents to Job specification.
2. Explain the need for training in organizations.
3. Explain the functions of Trade Unions relating to members and organisations.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the various on-the-job and off-the-job Development methods.
5. What are the objectives of workers participation in management? Describe the factors influencing workers participation in management.



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

---

COURSE – MBA I YEAR

COURSE CODE

BATCH

OPERATIONS RESEARCH

MSP - 18

CY 2008

---

Time: 1 Hour

Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

Answer any two questions. Each question carries equal marks.

1. Explain PERT.
2. What is Resource leveling and Resource smoothing?
3. What is Network Analysis?

**Part – B (1 x 15 = 15 Marks)**

Answer any one question.

4. Solve the transportation problem to maximize profit.

		To				
		X	Y	X	W	Supply
	1	15	51	42	33	23
From	2	80	42	26	81	44
	3	90	40	66	60	33
Demand		23	31	16	30	100

5. Explain briefly the applications of Game Theory.



# TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

---

<b>COURSE – MBA I YEAR</b>	<b>COURSE CODE</b>	<b>BATCH</b>
<b>RESEARCH METHODS</b>	<b>MSP - 19</b>	<b>CY 2008</b>

---

**Time: 1 Hour**

**Total Marks: 25**

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Briefly discuss the purpose of pilot study.
2. List out the types of correlation.
3. What is report writing?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the different types of non-profitability sampling.
5. Illustrate the multivariate analysis with an example.